

## Connecting people, communities and culture.

As a museum, heritage or cultural professional, you know that so much of your work is about making connections: connections across time, across diverse cultures, and—perhaps most importantly—connections with the communities and audiences you serve.



Caroline Reidel and Atri Hatem, courtesy of University of Victoria



CONTINUING STUDIES @UVIC

Connecting people, communities and culture

## Visitor and Community Engagement

PROFESSIONAL SPECIALIZATION CERTIFICATE PROGRAM

- Convenient online courses
- Specialized training
- Four-course professionally recognized credential

Poor visitor experience planning and other engagement issues can cause these connections to break down. The Professional Specialization Certificate in Visitor and Community Engagement (PSC in VCE) brings focus and increased understanding to the skills and strategies needed to effectively engage with Indigenous and culturally diverse communities, reach underserved audiences, and be responsive to the needs of their public(s).

### Who is this program for?

The PSC in VCE is designed for professionals in the museum and cultural sector who want to enhance their knowledge and experience in the area of public programming, audience engagement and community relationship building.

### Admission

Applicants to the PSC in VCE must normally hold a bachelor's degree or its equivalent, be admissible to the University of Victoria, and have a minimum of two years of related professional experience in the sector.

Students who are admitted to the program are eligible to apply concurrently to the Diploma in Cultural Resource Management and incorporate the certificate courses as electives for the diploma. Concurrent program students can graduate with both credentials.

Contact us for information on application deadlines, tuition costs and program updates.

PROGRAM FEATURE	BENEFIT
<b>Focused programming:</b> Four courses: three core courses and one elective, which may be completed within a year (depending on course selection and offering schedule)	Receive specialized training for new positions in the industry (such as Curator of Engagement or Director of Visitor Experience)
<b>Flexibility:</b> Can be completed entirely online; some face-to-face, short immersion elective course options also available	Continue working while you expand on your knowledge in the areas of public programming and audience engagement
<b>Professional networking:</b> Study with other professionals from across Canada and beyond; led by instructors who are experts in their field	Learn from real-world examples and build relationships with colleagues across the country
<b>Professionally recognised credential:</b> From a respected Canadian institution	Earn a professional certificate that sets you apart in a growing area of need in the cultural sector



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 **THE ONLY ACADEMIC CREDIT PROGRAM OF ITS KIND IN WESTERN CANADA**

purposes of museums and cultural organizations in a pluralistic society and consider the implications for all aspects of their specialized functions.

**Visitor Experiences AHVS 488Y**

Explore the evolving concept and implications of an holistic approach to visitor engagement in museums and other cultural heritage institutions; including the relationship with their public, their capacity to serve as social spaces, strategies for audience research, the characteristics of visitors, communications, exhibitions, formal and informal learning activities, and evaluation strategies.

**PLUS ONE (1) ELECTIVE COURSE:**

- Managing Cultural Organizations AHVS 488A
- Collections Management AHVS 488B
- Communicating through Exhibitions AHVS 488C
- Caring for Museum Collections AHVS 488D
- Topics in Museum Studies AHVS 488H
- Indigenous Cultural Stewardship AHVS 488I
- Curatorship: Contemporary Perspectives AHVS 488J
- Exhibition Planning and Design AHVS 488K
- Digital Planning for the Cultural Sector AHVS 488N
- Building Community Relationships AHVS 488S
- Managing Archival Collections AHVS 488U
- Museums as Learning Environments AHVS 488V
- Curatorial Planning and Practice AHVS 488X

Cultural sector workers across Canada and beyond are focusing on diversity, equity and inclusion as they reach out to underserved audiences and ensure the voices of diverse communities are at the forefront of the work. Spurred on by the Calls to Action coming out of the Truth and Reconciliation Commission, colleagues at museums, archives and heritage organizations are looking critically at ways to decolonize our practices to align with the UN Declaration of the Rights of Indigenous People and contribute to the process of reconciliation. Participate in the PSC in Visitor and Community Engagement to explore inclusive practices that support the development of relevant and socially-engaged cultural organizations.

## Program outcomes

Key learning outcomes include an opportunity to:

1. Understand the role of museum, heritage and cultural organizations in society;
2. Analyze the philosophical and social trends that create expectations for democratic, inclusive practices in cultural organizations;
3. Articulate why community engagement is a critical foundation for museums and cultural organizations;
4. Describe the range of visitor engagement practices, including innovative and controversial approaches;

5. Understand how to identify the needs, characteristics, motivations and learning styles of various audiences and visitors to cultural organizations;
6. Include and balance diverse perspectives associated with effective community, cultural, and social development activities;
7. Distinguish what community engagement is and is not, and differentiate between audience development and community engagement;
8. Describe how community engagement has transformed a number of museums, beginning a journey towards relevance and sustainability.

## Courses

All courses are 1.5 units

**THREE (3) REQUIRED COURSES:**

**Public Programming AHVS 488G**

Examine the critical role of interpretation and public programming for museums and heritage organizations to engage their communities in meaningful and long-term ways.

**Community Engagement and Social Change AHVS 488W**

Discover the profound social changes that are reshaping the nature and



Josie Greenhill, courtesy of John Threlfall / University of Victoria